



9th DIGITAL PHARMA

Building the Digital Road Map
in a Transforming Business Model

WEST

June 11-13, 2018 > Hyatt Regency San Francisco Airport > South San Francisco, CA

Our Annual Conference Co-Chairs



John Vieira
Senior Director,
In-Line Marketing,
Psoriasis Patient
Solutions,
LEO PHARMA



Zoe Dunn
Principal
HALE
ADVISORS

Digital Pharma Innovation Lab Chair



Shwen Gwee
Head of Digital
Strategy, Global
Clinical Operations
BIOGEN, USA

The Digital Future Day Chairs



Amanda Phraner
Senior Manager,
Public Affairs and
Social Media
HORIZONPHARMA



Andrew Moore
Associate Director
Multichannel
Solutions, Global
Medical Affairs
ABBVIE

Keynote Speaker for 2018



Daniel Kraft
Physician-Scientist
Faculty Chair of Medicine
SINGULARITY UNIVERSITY

Deep Dive Content for 2018

- ✔ Digital/Commercial/Business transformation
- ✔ Patient solutions
- ✔ External collaboration with digital health companies, startups and non-traditional tech
- ✔ Real-world evidence data and analytics
- ✔ Healthbots and leveraging advanced engagement tools
- ✔ Blending marketing with sales: How to build into overall plans and how your sales can bring more tangible HCP feedback loops
- ✔ Operationalizing innovation – the how-to: War stories, navigating real world
- ✔ Omnichannel planning: KPIs, reporting metrics – how to bring them all together

A SMALL SAMPLE OF KEYNOTE AND EXPERT SPEAKER FACULTY FOR 2018



James Musick, Vice President, Head of
Neurology Patient Technology U.S.,
UCB PHARMACEUTICALS



Alvin Lin, Director, U.S. Hematology
Marketing, **PHARMACYCLICS**



David Dejonghe, Worldwide Director of
Marketing, Digital Engagement and New
Product Development, **LIFESCAN, A
JOHNSON & JOHNSON COMPANY**



Altaf Shamji, Positioning and
Branding Lead, OPDIVO and New
Assets, Executive Sponsor, Marketing
Excellence and Capabilities Lead,
BRISTOL-MYERS SQUIBB



Asha D'Souza, Executive Director,
Global IST/IT Leader, **INTARCIA
THERAPEUTICS**



Vanessa Braganza, Head, Global
Multichannel Strategy and Operations,
ABBVIE



Magdalena Schoeneich, Global Head
of Digital Accelerator, R&D, **TAKEDA
PHARMACEUTICALS**



Ken Gordon, Director, Multimedia,
SANOFI



Pat McWilliams, Head of Healthcare,
Advertising,,
GOOGLE



Tatsiana Gremyachinskiy, Digital
Marketing, U.S. Coronary Marketing,
ABBOTT VASCULAR



Dan Gandor, Director, Digital Innovation
and Corporate Program Management,
TAKEDA PHARMACEUTICALS



Alison Reichert, Director, Digital
Strategy and Data Innovation,
PFIZER, INC.

WELCOME TO THE 9TH ANNUAL DIGITAL PHARMA WEST!

The Digital Pharma Series as a whole experienced our biggest level of growth in its 13-year history – with Digital Pharma West playing a huge part.

For 2018 and the ninth annual edition, we have made specific plans to expand the event both in structure and in attendance with up to 300 participants. This is a reflection of both the need and the interest that digital is enforcing across healthcare, and specifically in the West Coast area. So much so, that we enlisted an Advisory Board – kindly hosted at the Giant Creative Strategy's office in San Francisco – of experts in order to ensure that we meet the needs of the community.

The aim of the Board? To brainstorm and execute a functional road map for delivering digital in the transforming healthcare business model. It needs to embrace both the new and established players in the market – all within the confines of a conference!

From our own detailed market research allied to this Advisory Board, we are extremely confident that for 2018 the event will provide true value to the full pharma value chain.

It is no longer enough for a company to have specific digital teams added to a brand plan as a bolt-on. From an early stage, Regulatory, Legal, Compliance, IT, Innovation, Commercial Operations, Customer Interaction, Patient Solutions, Sales/Field Force and many other departments all need to interact with the various marketers to develop initiatives that really deliver for the customer – no matter your size/scale of operations.

This conference will profile best-in-class case studies and senior-level discussions that will allow you to leverage solutions, technologies, and tactics.

We will also have a determined approach to including biotech, small- and medium-sized biopharma, health tech, and start-up companies to truly embrace the growing West Coast community. These players are having a unique impact on the intersection of technology and healthcare that is impacting how pharma not only alters business approach but also collaborates on projects with these organizations.

This evolution of life sciences companies have very tangible impacts on process and execution involved with other more well-known areas such as product launch strategy, connecting marketing and sales. This transformation process forms the basis of the move towards digital health as a product for pharma.

THE DIGITAL FUTURE DAY / JUNE 11, 2018

8:00 Registration and Morning Coffee for The Digital Future Day Participants

8:45 **Co-Chairmen's Welcome**
Amanda Phraner, Senior Manager, Public Affairs and Social Media, **HORIZON PHARMA**

Andrew Moore, Associate Director Multichannel Solutions, Global Medical Affairs, **ABBVIE**

9:00 **MORNING WORKSHOP**
Your Guide to a Digital Marketing Strategy Road Map

This interactive workshop is designed to teach you how to create a successful digital strategy for your product at any stage of its life cycle while navigating a complex MLR environment. The workshop will focus on the following topics:

- Strategy planning: How to conduct a proper digital review to create an effective digital plan, how to establish measurement framework and set up a sales follow up funnel
- Data collection and optimization: What to do with all the data you've now collected and how to analyze it to maximize your ROI
- Common mistakes to avoid with digital strategy

Tatsiana Gremyachinskiy, Digital Marketing, U.S. Coronary Marketing, **ABBOTT VASCULAR**

11:00 Morning Networking Break

11:30 **CASE STUDY**
A Year ON: Social Customer Care: Creating a Program from Scratch
Anna Haas Baumann, Director, Global Marketing, **ALIGN TECHNOLOGY, INC**

12:00 **Session Outline to Be Determined**
Senior-Level Associate, **APTUS HEALTH**

12:30 **CASE STUDY**
Pipeline Gaps: Does an R&D Focus on Social Media Have an Influence?
Nicole Rojas, R&D Internal Communications, **TAKEDA PHARMACEUTICALS**

1:00 Networking Lunch

2:00 **CASE STUDY**
Educating the Work Force on Digital Marketing Strategies and Ensuring Buy-In to New Initiatives
Karl Spilseth, Digital Marketing Manager, **MEDTRONIC**

2:30 **True Cost of Application Maintenance**
We will shed light on challenges and opportunities while exploring what the modern ways of managing your applications are long-term and what's evolved — at the same time adhering the most important rule which is keeping it simple.
Andrew Wint, Senior Vice President, Technology, **GIANT**

3:00 **CASE STUDY**
ITIL Framework Applied to the Pharma Industry – AKA Digital Transformation
ITIL in real life and its impact as cultural change across the organization. With a focus on production, through experience and lesson learned, show how to create and maintain consistent, agile, efficient and reliable methodology to diagnose and resolve issues related to application development, performance, accessibility and functionality using strong operational procedures and industry best practices.
Felipe Tilca, Senior Business System Analyst, **ABBVIE**

3:30 Afternoon Networking Break

4:00 **CASE STUDY**
Building a Bridge Between Science and Sports: A Digital Strategy on How to Bring Hospital-Grade Technologies Directly to Consumer
This presentation will take a look at how BLDG Active took a medical grade technology being used in hospitals and launched into the action sports and outdoor space. By rethinking traditional channels, companies can now leverage more targeted digital efforts to market to niche segments. Key topics will include:

- E-commerce strategy
- Creating awareness through social
- Blogger and influencer outreach
- Paid media

Justin Gardner, CEO, **BLDG ACTIVE**

4:30 **The Amazon Impact: Changing the Game**
The state of the nation's healthcare has been a topic of heated debate. Regardless of political party affiliation, the call of "we have to do something" has rung in the DC halls for years. Now, someone is "doing something," but it might not be who we thought. Some of the largest American corporations are changing the way they think about and treat their employees — and the way the nation views healthcare.

- Don't Hate the Player, Hate the Game
 - It is challenging to ignite change in the healthcare industry — it is a fragmented industry with a high cost of entry. If changes can't be made to the system... change the system
- Profits Are So Yesterday
 - The definition of success is changing and is counter to what the traditional healthcare industry has defined as corporate success
- Trending... #change
 - Disruption is being driven through value based strategies and customer service
- Evolution, Not Revolution
 - Small steps in big companies will lead to change — but not overnight

Rebeca Bechily, Former Director, **SHIRE**

5:00 **CASE STUDY**
Session Outline to Be Determined
Natassia Andari, Digital Marketing Manager, **HEARTFLOW, INC**

5:30 Close of The Digital Future Day

DIGITAL PHARMA INNOVATION LAB / JUNE 11, 2018

8:00 Registration and Morning Coffee for Digital Pharma Innovation Lab Participants

8:45 **Chairman's Welcome**
Shwen Gwee, Head of Digital Strategy, Global Clinical Operations, **BIOGEN, USA**

9:00 **MORNING WORKSHOP**
Healthbots – Analyzing the Optimal and Practical Use of Chat and Bots in Healthcare
> Brands and customer engagement
> Commerce and bots
> AI and bots: Strategy and execution
> Use of voice recognition

11:00 Morning Networking Break

11:30 **PANEL DISCUSSION**
Industry Bot Discussion for Healthcare
Panelists:
Pat McWilliams, Head of Healthcare, Advertising, **GOOGLE**

12:15 **PANEL DISCUSSION**
Implementing Phase I of GDPR Requirements – Balancing Governance Team and IT's Accountabilities: Bringing Efficiencies to the Process

1:00 Networking Lunch

2:00 **CASE STUDY**
Profiling Trends That Are Changing the Clinical Trial Experience and What That Means for You
Shwen Gwee, Head of Digital Strategy, Global Clinical Operations, **BIOGEN, USA**

2:30 **CASE STUDY**
Scarlett Shore Clifton, Product Manager and Platform Lead, **VERILY**

3:00 Afternoon Networking Break

Healthtech/Medtech Start-Up Company Pitch Competition

An opportunity for start-up companies to "pitch" their product, both to the audience and to our panel of judges in 10-minute mini-presentations. It is an excellent way for our pharma and medical device organizations to observe the innovation being developed in life sciences technologies and network with startups, mentors, stakeholders and investors in digital health, healthcare, medtech, biotech, life sciences and agtech organizations. Health IT investors, innovation managers as well as brand teams from pharmaceutical companies, intrapreneurs and entrepreneurs, and start-up mentors are all able to connect in this unique learning and networking experience.

At this event last year, one of our start-up companies received investment funding from a pharma brand team to show the tangible worth of this event!

3:30 **10-Minute Start-Up Pitches**

4:30 **Barracuda Bowl**
Panel of judges question the startups and better understand the business propositions; whilst also giving the audience a chance to interact – with a view to choosing a winner!

5:00 Close of Digital Pharma Innovation Lab

DIGITAL PHARMA TWEETAMONIALS

 **@JaniceJacobs44:** So much useful & interesting info and so many open, smart people.

 **@atenuta:** Thanks @DigitalPharma for the annual brain stretch + reminder

 **@deanbrady:** Having some great conversations, thanks #DigPharm

 **@lenstarnes:** Some truly innovative thinking & thinkers in evidence #pharma

 **@carrieimpactpr:** It was really great to learn from industry colleagues at #DigPharm!

 **@him_skm:** Great insights

 **@HelenaBinder:** Interesting conversations going on at #digpharm this week.

 **@mikespence:** Inspiring, honest, helpful and challenging talk

MAIN CONFERENCE DAY ONE / JUNE 12, 2018

7:45 Registration Opens, Continental Breakfast and Morning Coffee

8:30 **Chairperson's Opening Remarks**
Zoe and John's 2018 Industry Welcome and Foreword!
John Vieira, Senior Director, In-Line Marketing, Psoriasis Patient Solutions, **LEO PHARMA**
Zoe Dunn, Principal, **HALE ADVISORS**

9:00 **CASE STUDY**
Leveraging Technologies to Conduct Virtual KOL Broadcasts in Place of Peer-to-Peer Meetings: Demonstrating Value to the Marketing Teams and Building Innovation Into KOL Programs
Ken Gordon, Director, Multimedia, **SANOFI**

9:30 **PHARMA KEYNOTE SESSION**
Lessons Learned With Connected Health and Sensor: How to Derive Real Value
David Dejonghe, Worldwide Director of Marketing, Digital Engagement and New Product Development, **LIFESCAN, A JOHNSON & JOHNSON COMPANY**

10:00 **KEYNOTE SESSION**
The Future of Health and Medicine: Where Can Technology Take Us?
From the perspective of a physician-scientist, inventor and innovator, this talk examines rapidly emerging, game-changing and convergent technology trends and how they are and will be leveraged to change the face of healthcare and the practice of medicine in the next decade
A deep dive into where emergent fields such as low cost personal genomics, the digitization of health records, crowdsourced data, molecular imaging, wearable devices and mobile health, synthetic biology, robotics, artificial intelligence, 3D printing, and regenerative medicine are transforming healthcare, and have the potential to enable clinicians, empower patients and deliver better care and outcomes at lower cost.
Daniel Kraft, Physician-Scientist, Faculty Chair of Medicine, **SINGULARITY UNIVERSITY**

10:45 Morning Networking and Refreshment Break

11:15 **PHARMA KEYNOTE SESSION**
Navigating the Intersect of Brand Management – Evolving Pharma Business Models and Digital Health
Altat Shamji, Positioning and Branding Lead, OPDIVO and New Assets Executive Sponsor, Marketing Excellence and Capabilities Lead, **BRISTOL-MYERS SQUIBB**

11:45 **Insights From a Year of Website Visitor Identification Data**
> We tracked 650k HCPs across 200 websites
> Three insights regarding pharma website visitors
> Four insights about medical publishing sites
> What is coming in the back half of 2018?
Dave Reim, Chief Product Officer, **DMD**

12:15 **PHARMA KEYNOTE SESSION**
Connecting Emerging Innovation in the Health Technology and Digital Health Space Within UCB's Mission of Improving Lives of People Living With Severe Disease
> Identifying new products and services relevant to neurology patients
> Cultivating partnerships and pursuing strategic opportunities with mission-driven companies
> Design of new business models oriented towards increased value delivery to the health system and improved patient experience and outcomes
James Musick, Vice President, Head of Neurology Patient Technology U.S., **UCB PHARMACEUTICALS**

12:45 **PLENARY PANEL DISCUSSION**
Building the Digital Road Map for Your Evolving Business Model
The expert panel will work their way through a series of bottlenecks that pharma companies are grappling with. Leave this panel with an idea of how to build your own "check box" and optimize processes towards an optimized commercial operation

- > Digital Health defined as a product
- > Patient solutions
- > Social media and engagement
- > Chatbots and Healthbots
- > Multichannel analytics, KPIs and reporting metrics
- > Forecasting: Identifying areas where bottlenecks will arise in the future in YOUR business unit and overlapping departments

Panelists:

Vanessa Braganza, Head, Global Multichannel Strategy and Operations, **ABBVIE**
Dan Gandor, Director, Digital Innovation and Corporate Program Management, **TAKEDA PHARMACEUTICALS**
Jen Scroggins, Director, Lilly Brand, **ELI LILLY**
Alvin Lin, Director, U.S. Hematology Marketing, **PHARMACYCLICS**

1:30 Networking Strolling Lunch

2:30 **PHARMA KEYNOTE SESSION**
The Future of Pharma Marketing and Patient Experience Through Innovation
Magdalena Schoeneich, Global Head of Digital Accelerator, R&D, **TAKEDA PHARMACEUTICALS**

3:00 **Digital Medicines and Therapeutics: How Can Pharma Generate Value From Health Solutions?**
As pharma companies evolve from implementing traditional products to connected solutions, the challenge comes in determining how to define and realize value from the new business model that intelligent, digital medicine solutions require.
> Defining digital therapeutic measures/medicines and discussing use cases

- Remote monitoring
- Wearables
- Connected health devices

> Data points – examining the data, analytics available and real-world evidence
> How do you commercialize these products and demonstrate the value?
> Where are examples of innovation disruption leading to improved outcomes today?
> Where can we foresee regulatory barriers being removed in future to enable breakthroughs in digital health?
If you are interested in hosting this session, please contact Jayson Mercado at jmercado@exlevents.com or 212-400-6236.

3:30 **CASE STUDY**
Profiling Global Digital Transformation Initiatives at Intarcia Therapeutics
Asha D'Souza, Executive Director, Global IST/IT Leader, **INTARCIA THERAPEUTICS**

4:00 Afternoon Networking Break

4:30 **CASE STUDY**
Digital and the Rep: Using Cross-Channel, Content and Data to Inform the Customer Experience
> Reach and frequency
> Driving meaningful engagement
> Integrated channel ecosystem
> Content
> Data
> Pfizer case study
Alison Reichert, Director, Digital Strategy and Data Innovation, **PFIZER, INC.**

5:00 **CASE STUDY**
From Zero to 100 Million: How Three Brands Leveraged Social Media at Scal
At Sunovion three very distinct brands leveraged programs beyond the more traditional digital tactics by harnessing "social media with guardrails" and the trust and expertise of patient influencers to create massive earned media visibility and to drive true business KPIs. These programs generated an immense social footprint of almost 100 million earned media impressions and tens of thousands of visits to brand microsites. This case study will share eye-opening campaign numbers, the myths busted, the power of patient influencer trust to multiply results, and top-performing creative and the strategic shift that made all the difference.
Paul Murasko, Senior Director, Multichannel Marketing, **SUNOVION PHARMACEUTICALS**

5:30  **Conclusion of Main Day One and Networking Cocktail Reception**
If you are interested in hosting this reception, please contact Jayson Mercado at jmercado@exlevents.com or 212-400-6236.

MAIN CONFERENCE DAY TWO / MORNING TRACKS, JUNE 13, 2018

	TRACK A HCP	TRACK B PATIENT SOLUTIONS	TRACK C ANALYTICS
8:30	Registration Opens, Continental Breakfast and Morning Coffee in Exhibition Hall		
9:15	Chairperson's Opening Remarks Dr. Theodore Search, CEO, SKIPTA	Chairperson's Opening Remarks	Chairperson's Opening Remarks
9:30	CASE STUDY Marketing to Your Customer's Customer – How to Use Facebook to Drive Patient Awareness and Sell to Physicians <ul style="list-style-type: none"> > Understanding the Facebook algorithm > Creating content from Facebook behavioral data > Paid advertising tactics to growth hack your marketing Omar Khateeb, Former Marketing Manager, Product and Platform Technologies, RESTORATION ROBOTICS	CASE STUDY Digital Connectivity and Its Role in Disease Management and Patient Engagement <ul style="list-style-type: none"> > Examining the role digital connectivity have in patient disease management and support beyond adherence > Understand and balance technical complexity and simplicity to create a unique and positive user experience > Polymedicine challenges and consideration – short-term approach and long-term considerations > Exploring opportunities for pharma, patient and HCP engagement through digital support ecosystem Michael C. Song, Ph.D., Senior Manager R&D, Device Functionality, Safety, and Digital Connectivity, Drug Delivery and Device Development, BioPharmaceutical Development, MEDIMMUNE	CASE STUDY Listening, Monitoring, Moderating – Using Big Data to Allow Marketers to Be More Quantitative Jennifer Burnham, Digital Strategist, ABBOTT
10:00	The Next Generation of Member Engagement – Evolving Community Feature Based on Member Need Dr. Theodore Search, CEO, SKIPTA	The Key Principals of Effective Content Marketing: Real-World Lessons Learned Across Industries <ul style="list-style-type: none"> > Benchmarking best practices from CPG industry > Introducing winning principles for breakthrough therapy launch in an established category > Transforming the marketing organization to meet evolving customer needs > Being the change agent in the organization to step up marketing capability <i>If you are interested in hosting this session, please contact Jayson Mercado at jmercado@exlpharma.com or 212-400-6236.</i>	Demonstrate the Value of Digital for Pharma Products <i>Pharma companies are increasingly exploring the role digital can play in demonstrating value through data, analytics, and real-world evidence.</i> <i>If you are interested in hosting this session, please contact Jayson Mercado at jmercado@exlpharma.com or 212-400-6236.</i>
10:30	Morning Networking and Refreshment Break		
11:00	CASE STUDY HCP Engagement and Customer Experience for the Modern World and Customer Mike Padilla, Vice President, U.S. Marketing, ALIMERA SCIENCES	CASE STUDY Always Be Listening: How to Evolve Your Facebook Page by Listening to the Community <i>You've launched a Facebook page to provide resources and connection for a community – so what's next? Now it's time to listen, learn and evolve.</i> <i>After launching a new community for chronic granulomatous disease (a rare disease affecting fewer than 2,000 people in the U.S.) Horizon has focused on learning from the community though:</i> <ul style="list-style-type: none"> > Offline touchpoints to help answer questions and ensure we are creating meaningful content > Testing content to see what resonates with the community and sometimes it was not always what we thought it would be > Setting a learning agenda to help make gain insights without compromising community building and support Amanda Phraner, Senior Manager, Public Affairs and Social Media, HORIZON PHARMA	CASE STUDY Service Sharing Center Applied to Pharma Commercial Applications' Development and Maintenance <i>Create and maintain consistent, agile, efficient and reliable methodology to diagnose and resolve issues related to application development, performance, accessibility and functionality using strong operational procedures and industry best practices.</i>
11:30	It's Time for a Rethink: How to Do CLM <i>A POV on how to rethink HCP and consumer CLM strategies by aligning digital tech, process, and SMEs to deliver commercial value.</i> <ul style="list-style-type: none"> > HCP marketing is a mainstay in many Pharma organizations that straddle marketing, sales and sales operations: However, we need radically rethink how we leverage existing technology and digital processors to re-imagine newer and better ways to execute HCP marketing tied to total cost of ownership and other effective ROI measures 	The Digital Difference: New Forms of Patient Engagement <ul style="list-style-type: none"> > How digital is changing pharma's business model > What can digital deliver? New forms of patient engagement: <ul style="list-style-type: none"> > Evidence-based behavior change > Hyper-personalization – the digital difference > Getting the balance right – digital first, but not only 	Accelerating Time to Value and ROI <i>Integrated Digital Offerings in cloud-based technology bring data-driven message velocity and relevance for increasing customer engagement, loyalty, value and return.</i> <i>If you are interested in hosting this session, please contact Jayson Mercado at jmercado@exlpharma.com or 212-400-6236.</i>

MAIN CONFERENCE DAY TWO / JUNE 13, 2018

<p>11:30</p>	<ul style="list-style-type: none"> Consumer marketing: How can we leverage digital technologies using a platform mindset to take CLM to the next level when implementing effective go to market initiatives? <p><i>If you are interested in hosting this session, please contact Jayson Mercado at jmercado@exlpharma.com or 212-400-6236.</i></p>	<ul style="list-style-type: none"> Improved adherence, evidence and healthcare outcomes Is pharma ready for the challenge? <p><i>If you are interested in hosting this session, please contact Jayson Mercado at jmercado@exlpharma.com or 212-400-6236.</i></p>	
<p>12:00</p>	<p>CLOSING PANEL DISCUSSION HCP Engagement of the Future: How Will Pharma Adapt?</p> <p><i>As HCPs evolve how they engage with patients and manage their practice, pharma companies will have to transform their approach to HCP engagement.</i></p> <ul style="list-style-type: none"> Defining “future” – exactly what time scales should life sciences be looking at? How do physicians look at new technologies? What are the go-to solutions? Where are HCP frustrations? What do HCPs think about what pharma is providing? Catering to your customer: Practice-based vs. hospital-based – how to tailor your approach? A discussion on EHR <p>Panelists: Omar Khateeb, Former Marketing Manager, Product and Platform Technologies, RESTORATION ROBOTICS Mike Padilla, Vice President, U.S. Marketing, ALIMERA SCIENCES</p> <p><i>If you are interested in hosting this session, please contact Jayson Mercado at jmercado@exlpharma.com or 212-400-6236.</i></p>	<p>CLOSING PANEL DISCUSSION Navigating the New World of Patient Engagement and Targeting: Taking Into Account Consumer Expectations and the Evolving Pharma Business Model</p> <p><i>Discussing the increasing importance of the patient in the pharma value chain.</i></p> <ul style="list-style-type: none"> How to work within established pharma norms to still be successful in engaging patients using mobile and connected technology What are new approaches to patient behavior trends, and how can these learnings be used for patient engagement initiatives? How can pharma work within the confines of medical, legal and regulatory processes/guidelines and still be successful in engaging patients using mobile, connected devices, wearables/IoT, etc.? <p>Panelists: Amanda Phraner, Senior Manager, Public Affairs and Social Media, HORIZON PHARMA Michael C. Song, Ph.D., Senior Manager R&D, Device Functionality, Safety, and Digital Connectivity, Drug Delivery and Device Development, BioPharmaceutical Development, MEDIMMUNE</p> <p><i>If you are interested in joining this panel, please contact Jayson Mercado at jmercado@exlpharma.com or 212-400-6236.</i></p>	<p>CLOSING PANEL DISCUSSION The Growth of Data Science, Measurement and Analytics in Multichannel Digital Health: Examining the Changing Role of the Customer and the Different Touchpoints to Pharma</p> <ul style="list-style-type: none"> The elephant in the room – privacy and transparency: Opt-in vs. opt-out Where data resides How to analyze data Where is data coming from and how is it being used – as a marketer, what do you need to know? Operational requirements How can we effectively deliver customer behavior insights from digital analytics? Measurement – where are the bottlenecks? The other elephant in the room: ROI and how digital demonstrates the value of pharma products Examining the relationship between MCM effectiveness and ROI <p>Panelists: Jennifer Burnham, Digital Strategist, ABBOTT</p> <p><i>If you are interested in joining this panel, please contact Jayson Mercado at jmercado@exlpharma.com or 212-400-6236.</i></p>

12:30 Networking Strolling Lunch

1:30 **CASE STUDY**
Ensuring Your Marketing and Sales Teams Are Unified, Engaged and Bought-In to Initiatives
Dalia Rayes, Senior Director, Business Unit Lead, **ACTELION**

2:00 **Applying Digital From the Consumer Side of a Business to the Pharma Side of the Business – What Can Be Leveraged and Introduced?**
Kevin Hsieh, Director, Digital Marketing and Marketing Operations, **AMAG PHARMACEUTICALS**

2:30 **CASE STUDY**
Using Facebook to Find and Qualify Patients for Clinical Trials Studies
Craig Hashi, Client Partner, Health, **FACEBOOK**

3:00 Conclusion of Day Two and Close of Conference

VENUE INFORMATION

HYATT REGENCY SAN FRANCISCO AIRPORT
 1333 Bayshore Hwy, Burlingame, CA 94010

To make reservations please call 1-888-421-1442 or 402-592-6464 and request the negotiated rate for **ExL's 9th Digital Pharma West**. You may also make reservations, online at <http://bit.ly/2D4KxWT>. The group rate is available until **May 21, 2018**. Please book your room early, as rooms available at this rate are limited.

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PHARMA/BIOTECH/
MEDICAL DEVICES

SOLUTION PROVIDERS

EARLY BIRD PRICING REGISTER BY APRIL 27, 2018

All Access (Conference and The Digital Future Day or Digital Pharma Innovation Lab)	\$2,495	\$2,795
Conference Only	\$1,795	\$2,195

STANDARD PRICING REGISTER AFTER APRIL 27, 2018

All Access (Conference and The Digital Future Day or Digital Pharma Innovation Lab)	\$2,695	\$2,995
Conference Only	\$1,995	\$2,395

ONSITE PRICING

All Access (Conference and The Digital Future Day or Digital Pharma Innovation Lab)	\$2,795	\$3,095
Conference Only	\$2,095	\$2,495

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Offers cannot be combined. Early Bird rates do not apply. To find out more on how you can take advantage of these group discounts, **contact our offices at (201) 871-0474.**

Save 25% For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four at one time).

Save 15% Can only send three? You can still save 15% off of each registration.

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REGISTRATION FEE: The fee includes the conference, all program materials, and designated continental breakfasts, lunches and refreshments.

PAYMENT: Please make checks payable to: "PMA" You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

Please Note: There will be an administrative charge of \$300 to substitute, exchange and/or replace attendance badges with a colleague within five business days of any ExL conference.

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- Four weeks or more: A full refund (minus a \$295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
- Less than four weeks: A voucher to another ExL event valid for 12 months from the voucher issue date.
- Five days or less: A voucher (minus a \$395 processing and documentation fee) to another ExL event valid for 12 months from the voucher issue date.

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